

Choice formation at the consumer market of innovative products

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Abstract

The article presents the interpretation of innovative products as an object of consumer demand, which attributive signs include the initiation and (or) meeting the new needs by them, enabling to implement the individual interests of consumers; the use of "subversive" or "supportive" factors of production and their combinations; the presence of external effect in the form of exceedence of public benefits over the private ones, enabling to implement the public (collective) interest. The author has formulated the features of market of innovative products as a consumer market segment, and a classification of consumers of innovative products is presented based on the segmentation model of potential innovation consumers on the basis of individual predisposition to the innovation perception (model of E. Rogers). The methods of state regulation of the market of innovative products are determined for the today conditions.

Keywords

Classification of product innovation consumers, Consumer behavior, Consumer Choice management, Consumer demand, Innovation cycle, Innovation external effect, Innovative products, Methods of consumer demand stimulation